In the claims:

All of the claims standing for examination are reproduced below.

1. (Original) In an automated pricing system for calculating pricing for items and item orders, the pricing system having a server node for serving pricing information, a pricing application for calculating the pricing information served, and a data repository for storing at least one pricing data model and rules for manipulating the model, a software application for creating, monitoring, and optimizing deals comprising:

a graphical user interface for accessing and directing the application;

a set of advisory factors having rules and attributes associated thereto;

a set of related calculating sequences for calculating results using at least one of the advisory factors in sequence; and

at least one ranking factor for optimizing results returned by the set of calculating sequences.

characterized in that a user operating through the graphical user interface initiates a set of calculation sequences related by factor to one or more possible options associated with a deal, the calculation sequences cooperating to return a list of data structures for user consideration, the list of data structures ranked according to one or more goal-based attributes.

2. (Original) The software application of claim 1 wherein the software interface is accessible through the Internet network using a Web-browsing application.

3. (Original) The software application of claim 1 wherein each advisory factor within the set of advisory factors emulates a possible option for optimizing a deal.

4. (Original) The software application of claim 1 wherein the set of advisory factors include an up-sell factor, a cross-sell factor, a competitor factor, and a maximize factor.

5. (Original) The software application of claim 1 wherein the set of calculation sequences include an item sequence and an order sequence, the item sequence containing an advisory factor and the order sequence containing the at least one ranking factor, which performs the ranking according to a goal-based attribute.

6. (Original) The software application of claim 1 wherein the set of calculation sequences include at least one advisory sequence that is not an item or an order sequence.

7. (Original) The software application of claim 1 wherein the goal-based attributes for ranking include revenue-based goals, profit margin-based goals, cost-based goals, inventory-based goals, budget-based goals and competitive-based goals.

8. (Original) The software application of claim 1 wherein the at least one ranking factor can be set to optimize or minimize according to a goal-based attribute.

9. (Original) The software application of claim 1 wherein the returned list of data structures represents possible up-sell product substitution options ranked to maximize revenue or margin for an enterprise.

10. (Currently amended) The software application of claim [[10]] 1 wherein the returned list of data structures include complete item and order pricing information for each substitution option.

11. (Original) The software application of claim 1 wherein the ranking factor is used to distribute product quantities over multiple shipping periods of a contract order according to a goal-based attribute.

12. (Original) The software application of claim 1 wherein the returned list of data

structures represents possible cross-sell product addition options ranked to maximize revenue or margin for the enterprise.

13. (Original) The software application of claim 1 wherein the returned list of data structures represents corresponding competitor products and pricing along side of enterprise products and pricing, the data structures ranked according to most competitive products.

14. (Original) The software application of claim 1 wherein the returned list of data structures is a product distribution strategy over multiple shipment periods of a contract the distribution strategy ranked by maximizing revenue, margin, or by minimizing cost of provision of the products for each period.

15. (Original) The software application of claim 1 wherein the graphical user interface enables displayed side-by-side value comparison of two or more scenarios resulting from one or more factor sequences executed to return data structures, the data structures optionally selected to create the scenarios being compared.

16. (Currently amended) The software application of claim [[16]] 1 wherein the graphical user interface supports request and generation of graphics of the form of graph and chart representations of various compared scenarios.

17. (Original) The software application of claim 1 wherein the deals are contracts with multi-shipping periods, which are monitored for one of competitor pricing parameters per shipping period per item having competitor pricing data or monitored for product distribution optimization per item per shipping period, the product distribution strategy ranked according to a goal-based attribute.

18. (Original) In an automated pricing system for calculating pricing for items and item

orders, the pricing system having a server node for serving pricing information, a pricing application for calculating the pricing information served, and a software application for creating monitoring and optimizing deals, a method for optimizing the parameters of a deal scenario comprising steps of:

(a) through a graphical user interface, highlighting the deal scenario;

(b) through the same interface, activating a deal optimization option from a menu of options provided for the purpose;

(c) executing an advisory factor command as a result of the selection of step (b);

(d) using the correct item and order sequences, calculating at least one separate scenario according to the factor rules; and

(e) displaying the at least one calculated scenario in the graphical user interface for consideration of further options.

19. (Currently amended) The method of claim [[19]] 18 wherein in step (a) the deal scenario has at least the items of the scenario, the prices of the items, the quantities of the items, and the order totals of the scenario.

20. (Original) The method of claim 19 wherein in step (a) the graphical user interface is accessible through the Internet network using a Web-browsing application.

21. (Original) The method of claim 18 wherein in step (a) the deal scenario is one of a one time order or a contract order with complete pricing parameters for item, and order totals including discounts.

22. (Original) The method of claim 18 wherein in step (b) the deal optimization options include one of optimizing product distribution, substituting up-sell products, adding cross-sell products, finding bundle products, and finding competitor products and pricing.

23. (Original) The method of claim 18 wherein in step (c) the advisory factor is one of an

up-sell factor, a cross-sell factor, a competitor factor, or a maximize factor.

24. (Original) The method of claim 18 wherein in step (c) the advisory factor is contained in the associated item sequence and returns results that are ranked by a ranking factor used in the associated order sequence.

25. (Original) The method of claim 18 wherein in step (c) the advisory factor is used in it's own advisory sequence containing only advisory factors.

26. (Original) The method of claim 18 wherein in step (d) the separate scenario is the highest ranked of more than one scenario returned from calculation.

27. (Original) The method of claim 18 wherein in step (d) the correct item and order sequences are defined for item as the one containing the advisory factor and for order as the one containing the ranking factor.

28. (Original) The method of claim 18 wherein in step (c) the advisory factor is up-sell and in step (d) the calculated scenarios represent different scenarios of up-sell possibilities.

29. (Original) The method of claim 18 wherein in step (c) the advisory factor is cross-sell and in step (d) the calculated scenarios represent different scenarios of cross-sell possibilities.

30. (Original) The method of claim 18 wherein in step (c) the advisory factor is competitor and in step (d) the calculated scenarios represent the original scenario using applicable competitor products and pricing.

31. (Original) The method of claim 18 wherein in step (c) the advisory factor is maximize

and in step (d) the calculated scenarios represent product distribution strategies over multiple shipping periods.

32. (Original) The method of claim 18 wherein in step (d) a ranking factor is included in the order sequence, the ranking factor for ranking results according to a specified goal-based parameter.

33. (Original) The method of claim 18 wherein in step (e) further options include product editing, discount editing, final editing and save scenario.